

CAREER OF GREAT MERCHANT DOMINATED BY INDUSTRY AND THRIFT

JOHN WANAMAKER BEGAN IN BRICKYARD

Boy Since Called World's Greatest Merchant Got Seven Cents a Day.

HELPED BUILD Y.M.C.A.

Developed the Department Store Idea to Highest Degree of Efficiency.

EDITOR IN HIS TEENS

Made Sunday School Movement Important Factor in Church Life.

John Wanamaker was acclaimed by many the greatest merchant in America, by some the greatest in the world. In the absence of retailing on a large scale he was a pioneer. If not the actual creator of the department store idea, it was Mr. Wanamaker who developed the idea to its highest degree of efficiency. A score or more of maxims now well nigh universally accepted as the commonplace principles of fair barter owe their inception to his commercial genius. In the world of merchandising he was a leader whom many were glad to follow, whom many strove to emulate. Apart from his vast business interests there were two other conspicuous elements to this merchant prince's long career. One was the religious and humanitarian aspect of his character and activities. Here again Mr. Wanamaker was a pioneer in two great nationwide movements, each of which in his lifetime attained huge proportions. These were the upbuilding of the Young Men's Christian Association into a powerful organization and the development of the Sunday school movement into an important coordinate factor in the religious life of the Protestant churches of America. To the stimulation of both these movements he gave freely from the resources of an agile mind, a tireless energy and a generous purse. John Wanamaker was born in Philadelphia July 11, 1838. His father and his grandfathers had been brickmakers. They were of German extraction, plain, honest folk, unpretentious; the kind of men who maintain small, well ordered homes devoid of luxury or pretense. Industry and thrift were his birthright. When he was 14 he rejoined in his first real job. He became errand boy for a book store at \$1.25 a week. But he was a born salesman. He left the book store at 15 for a job as salesman in a clothing store. From that

moment until his death he was primarily a merchant. He turned his evenings to advantage, too. One of his little side lines was the making of collars and the bottling and selling of it. Also he launched a small newspaper which he called *Everybody's Journal*. He wrote most of the copy, solicited the advertising and even delivered the paper personally to its subscribers—the latter not so burdensome a task as it might seem. The high water mark of circulation never exceeded 100 copies. These divers activities caused him while yet a youngster to see much of the night life of a big city. He saw idleness, debauchery all around him. It did not attract him; it sickened him. The personal reaction to all this was that he became one of the most abstemious of men. He never used wines, liquors or tobacco. He seldom if ever attended a theatrical performance. A broader reaction was the tremendous impulse he imparted to the Y. M. C. A. enterprise, the Sunday school movement and other beneficent institutions. Physically the lad was none too robust. For a time he quit his job in the clothing store and went out to the middle West to mend his threatened health. After a few months he was back in Philadelphia selling clothing and by the time he was twenty his thrift had put away for him a capital of \$2,000.

Wed Employer's Daughter.

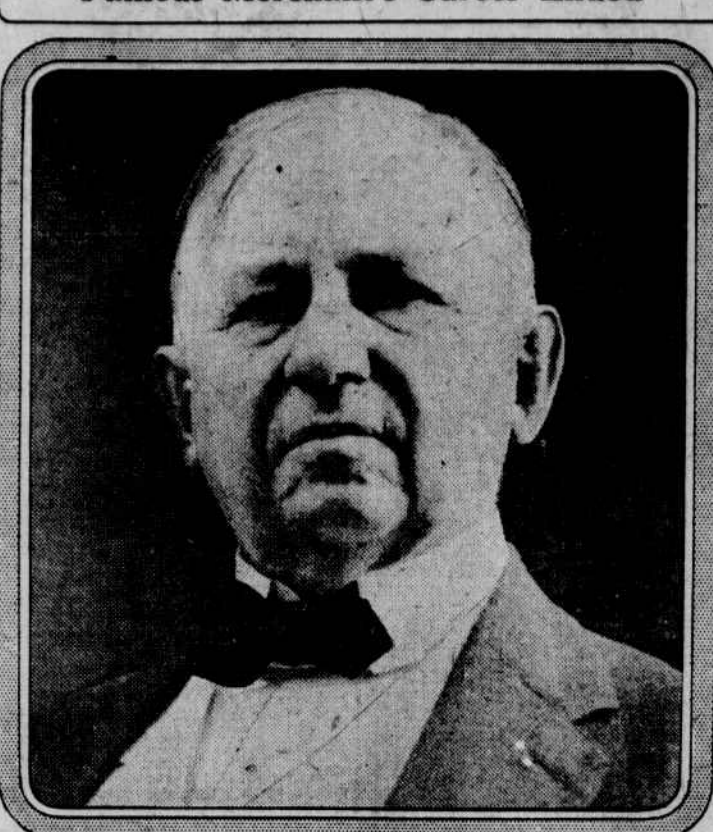
In 1860, when he was 22, Mr. Wanamaker married Miss Mary Erringer Brown, daughter of the clothing merchant who employed him. A year later, in partnership with his brother-in-law, Nathan Brown, he opened under the firm name of Wanamaker & Brown the clothing establishment known as Oak Hall.

It stood at Market and Sixth streets and for a generation was a Philadelphia landmark. The business thrived from the start. Oak Hall received contracts for making the uniforms for customs house employees. Then came the civil war and the young firm became a successful competitor for other Government contracts. Oak Hall's retail business also flourished. Here Mr. Wanamaker began to try out theories of trade policy and tricks which afterward became indelibly associated with his name. He astounded other Philadelphia merchants by advertising widely that discontented purchasers could have their money back. He astounded them again by installing an inexorable "one-price" system, marking the price of every piece of goods in the store in plain figures and thus eliminating all the petty bickering and bargaining that, therefore, had been thought to be the soul of trade.

From his initial mercantile venture Mr. Wanamaker was an enthusiast for the use of printers' ink as an advertising medium. Oak Hall's rivals rubbed their eyes when they first began to digest the Wanamaker advertisements in the daily newspapers. In size and in character they were unprecedented.

During civil war days Mr. Wanamaker began to not only as a new type of merchant but as a civic leader. In collaboration with the late George H. Stuart, a distinguished Philadelphia banker, he was active in organizing and financing the Christian Commission, whose agents worked shoulder to shoulder with those of the Sanitary Commission on the battlefields of the South. He had become president instead of secretary of the Y. M. C. A. Already he had launched his wonderful Bethany Sunday School, an adjunct of a Presbyterian church in the southern section of Philadelphia. For years Mr. Wanamaker himself conducted the school as

Famous Merchant's Career Ended



JOHN WANAMAKER.

its superintendent. Its regular pupils were numbered not by hundreds but by thousands.

His Sunday School a Model.

In the early days of the international Sunday school movement clergymen and lay workers used to come for hundreds of miles to see and to study the Wanamaker Sunday school. It was not a Sunday school merely. It was and still is an institution. It was his pet hobby apart from magnificent salesmanship. He selected the hymns, blocked out the work for each week and, incidentally, shocked other Presbyterians of the "blue-stocking" type when he dared to have the singing led by ringing brass instruments instead of by an organ. He built up Bethany until it was by far the largest Sunday school in the world. He gave prizes for proficiency and industry. These ranged in value all the way from an honorable mention to a complimentary trip to Europe.

In the early seventies Market street, Philadelphia, was an unsightly thoroughfare disfigured with freight tracks over which the Pennsylvania Railroad operated cars drawn by long strings of mules. On the site of the present great Wanamaker store was the old freight depot. When the street ceased to be an artery for mules and freight cars Mr. Wanamaker, with characteristic vision, foresaw that here was to be the future commercial center of the city. He bought the old freight depot, metamorphosed it into a one-story structure with towers and Turkish minarets at the corners and in the flood tide of the

Centennial year, 1876, opened it as a great department store.

In 1881 Mr. Wanamaker organized in Philadelphia his Commercial Institute for the education of young men and women in his employ who were debarr'd by circumstances from other educational advantages. In June, 1915, after he had opened his New York store, a flourishing branch of the institute was established in this city. To help hold his employees and endeavor them to his service, he founded for them a library, pension and sick benefit funds, a cadet corps and brass band and a cooperative system under which, after seven years of service, an employee was privileged to receive a pro rata share of the profits of the business.

Found Recreation in Work.

Once a good many years ago he was asked what he did for recreation. "Do," he echoed. "Why, change from one thing to another. My wholesale business is entirely different from my retail trade—not, not entirely different, but somewhat different. I take that up and get a rest from this. I change about. I have so many things that I cannot attend to all of them. For pure amusement I read books. I'm fond of reading. And I am always attending to my big Sunday school. There's where I get my real rest, I think."

Mr. Wanamaker in 1896 bought the old A. T. Stewart store at Broadway and Tenth street, this city, and there began his New York retail enterprise. For ten years a prosperous business was conducted in the historic old building,

Close Wanamaker Store Until After Funeral

ANNOUNCEMENT was made yesterday that the Wanamaker store here will remain closed until the day after the funeral of Mr. Wanamaker. The great establishment was closed yesterday immediately after news of the death of Mr. Wanamaker was received and notices posted saying it would remain closed until further notice. It was stated in Philadelphia that the funeral will be to-morrow.

which, however, had been rejuvenated and beautified. In 1907 the new building south of Ninth street was added. One of the guests at the opening ceremonies was George B. Cortelyou, then Secretary of the Treasury, who had been one of Mr. Wanamaker's aids when the great merchant was Postmaster-General in the Cabinet of President Benjamin Harrison.

With his success established in two cities, not to speak of his branch interests in Paris and elsewhere on the continent of Europe, Mr. Wanamaker, in 1920, inaugurated the John Wanamaker Foundation to care further for his employees. He immediately took out a blanket policy of insurance amounting to \$4,000,000, covering employees who had been in his service for six months or more. The foundation also provided a substantial system of pensions, a cooperative savings fund and a system of emergency relief. Other public institutions which Mr. Wanamaker established were the Presbyterian Hospital of Philadelphia and the First Penn Savings Bank. He also assisted in erecting the Foundation for Christian Association buildings in various cities, and contributed toward college missionary institutions in India, China and Japan. At the outbreak of the world war he was one of the first to assist in the relief of the stricken Belgians, supplying two shiploads of food for the invaded country.

Great Tribute to His Career.

The second great tribute of his mercantile career was conferred upon him in 1921, to commemorate the sixtieth anniversary of the founding of his business. In a ceremony at Independence Hall, Philadelphia, he was presented with the freedom of the city, and later was the guest of honor at a luncheon attended by prominent men from all parts of the country. Among the tributes of the day were a gift and a message from the Emperor and Empress of Japan.

In his civic—or, if you like, political—manifestations Mr. Wanamaker was a Republican of distinctly independent proclivities. In every reform movement within his boss ridden State and city he was a leader. He was a champion of rule and unscrupulous methods. The bosses did not love him, which perhaps is one reason why the ambition with which he used to be credited to sit in the United States Senate never was realized. Once he declined a nomination for Congress and in 1886 he refused the nomination for Mayor of Philadelphia.

Became Postmaster-General.

But he was a member of the electoral college that put Benjamin Harrison in the Presidential chair and for the next four years he was a member of the Republican National Executive Committee. His highest political post also came in

JOHN WANAMAKER, 84, DIES AFTER COLLAPSE

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ing in God; that is all there is of my biography." For many years the advertisements of the Wanamaker stores, in the daily newspapers, carried a short editorial written by Mr. Wanamaker. Often in the midst of a conversation Mr. Wanamaker would pause, draw an envelope from his pocket and jot down a thought which he used later as a theme for his writings. Among the epigrams appearing in his editorials for this and last year are the following: "To stay at the lesson until it is learned and stop by the work under taken until it is completed is the real thing."—January 4, 1921. "It is a privilege to have a chance to

help even one person every day."—February 2, 1921.

"Stick to your old friends, old teachers, to the classes where you learned how to do things most and the best in building your life."—April 8, 1921.

"The world and its teachers keep on growing, and he who stops learning will be left at the tail end of the times."—May 20, 1921.

"One can throw a stone or a word that may leave a thistle in a life, or he may give out a smile or a handshake that will be the beginning of a flower garden in the life it goes to."—June 6, 1921.

"There is so much to be done, and each day is a gift that we must try to make use of for some good purpose."—August 2, 1921.

the Harrison Administration. He was Postmaster-General in this Cabinet. While he was Postmaster-General Mr. Wanamaker advocated the institution of a parcels post and he was also convinced that the Federal Government ought to take over the telegraph and telephone lines. When the parcels post law became effective on January 1, 1913, Mr. Wanamaker sent the first parcel to be mailed in Philadelphia. It was addressed to President Taft and contained a set of souvenir spoons, one for each State and Territory in the Union.

For years Mr. Wanamaker aligned himself with the anti-Quay Republicans in Pennsylvania. In 1897 he declined to be a candidate for State Treasurer, although earnestly solicited to do so by the men who were trying to wrest control of the State Republican Convention from Quay. A year later, however, he became the anti-Quay candidate for Governor. During recent years Mr. Wanamaker, although occupying no official position, had been influential in the councils of his party.

During the world war he took a leading part in all local activities. In 1917, in a single subscription, he absorbed a block of \$100,000 Liberty bonds, while his son, Rodman, subscribed to a like amount.

Mr. Wanamaker was a great admirer of President Harding. During an interview at his office in Philadelphia on his eighty-third birthday the merchant declared President Harding to be the greatest business man in the world. He spoke from actual knowledge gained from a day spent with him in the White House," he added. The great merchant's birthdays were always an event in Philadelphia, and as each year rolled by those who came to call found him brimming with energy and optimistic for the future.

Despite his quasi-apostolic appearance and dress, Mr. Wanamaker was able to stand up and make a good fight when he thought an issue deserved it. Some twenty years ago or less the Mayor of Philadelphia and persons closely associated with him were being criticized in the newspaper then owned and published by his son, Thomas B. Wanamaker, now dead. Certain of the men against whom these editorials were directed called upon Mr. Wanamaker one day. The result was that he issued a statement in which he accused them of blackmail.

After fortune came to him Mr. Wanamaker built a handsome city home in West Walnut street. He also maintained a summer home in the suburb of Jenkintown, which he called Lindenhurst. Built originally in 1880, it was enlarged from time to time until in

1907, when it was partially destroyed by fire, it contained something like fifty rooms.

When this fire occurred a valuable collection of literary and art objects was lost. The sum of \$2,000,000 was burned that could be traced, but the owner said he didn't mind the monetary loss compared to the realization that most of the things that were consumed couldn't be replaced. There were autographs of Washington and Lincoln, there were paintings from most of the schools of Europe, there were rugs and bric-a-brac which he had collected on his trips to the homes of a few of the most valuable pictures were cut from their frames and saved. On his visits abroad he was frequently honored. In 1902 he was presented to the Pope. On the occasion of a great public dinner in London he responded to the toast for his country. Upon a subsequent visit to the English capital he was elected an honorary member of the Carlton Club, an honor which had never before been extended to a foreigner by this official club of the Conservative party.

John Wanamaker's wealth has never been even approximately estimated. Thirty years ago he was the most heavily insured American. At that time he carried upon his life a sufficient number of policies to pay at his death \$1,700,000. The premiums on these were in the neighborhood of \$60,000 a year.

Mr. Wanamaker's wife died in August, 1920. He is survived by three children, Rodman Wanamaker, Mrs. Norman G. MacLeod and Mrs. Barclay Warburton. Mr. Wanamaker's health has never been as good as it was in his youth. He is now 84 years of age. He is a member of the Presbyterian Church of Philadelphia and of the Board of the Salvation Army.

FLAG AT HALF STAFF FOR MR. WANAMAKER

President Harding and Others Pay Him Tribute.

Special Dispatch to THE NEW YORK HERALD.

New York Herald Bureau, Washington, D. C., Dec. 12. The flag on the Post Office Department, where John Wanamaker once served as Postmaster-General, was at half staff to-day.

President Harding paid a tribute to Mr. Wanamaker, telling friends he regarded the famous merchant as one of the foremost American citizens. "John Wanamaker was not only a great business man but a great general force," Vice-President Coolidge said. "He raised the standards of commercial life, of public administration and of American citizenship. His going is a loss to the entire nation."

CITY PAYS TRIBUTE TO MR. WANAMAKER

Mayor Extends Condolences to Members of Family in Public Statement.

The John Wanamaker store in Astor place was closed yesterday as soon as word was received from Philadelphia that Mr. Wanamaker was dead. The clerks went home and the customers straggled silently and unconspicuously out. Old employees spoke feelingly of him.

Regret at the passing of Mr. Wanamaker was general throughout the city. Among business men and city officials there were many expressions showing the esteem and respect in which he was held for his part in the philanthropic and business life of New York. Mayor Hylan issued a statement as soon as he reached City Hall in which he said: "Long one of our foremost merchants, a model of what a business man should be, and in every way worthy of the opportunities which this country offers to ambitious citizens, he stood as an admirable example of upright manhood and lofty citizenship in both private and public life."

To his afflicted family in their bereavement I extend, on behalf of the city of New York, heartfelt sympathy and condolence. And I trust that the severity of the loss may be mitigated by the thought that the city as well as the nation shares this loss with them, and that in leaving and taking with him an honored name John Wanamaker has bequeathed a precious legacy."

Another of the many statements issued was by Commander Evangeline Booth of the Salvation Army. She said in part:

"It was but a few days ago that I received a most appreciative and wonderfully cheering message from him on his deathbed, which his daughter, Mrs. Warburton, tells me was the last message of the kind he ever indited, and which serves to show his esteem for the Salvation Army and that he carried that love and concern for this cause up to the very last."

"Please say to the commander that I am very thankful to have her dear message. She is constantly in my thoughts. I am too weak to get out, with my cough, but I am making progress, though I have had a serious attack from a hard cold as a result of overwork and anxiety."

"Conditions continue that seem to tangle up the world and business, but God lives and loves His people, and better days are coming. I feel confident that the Salvation Army is not to be halted in its way by any storm winds that may sweep over us. My first visit will be to the commander to go over the situation again."

"The star of hope is still shining and courage is unabated that Gen. Booth's (the founder) plan shall not be defeated by any opposing elements. Stay to the Commander that I am near to her all these days and confident that the way will be found by God rather than man for reaching more rapidly the ambitions of her heart for the people's good. I will come the first day I am able to travel to New York."



There is no use in saying, "If winter comes." We all know that winter is here. In what condition does it find you? Without coal? That is dreadful! Without health? That is worse.

The days in the open are now gone. The swimming, boating, fishing and other sports have given us a taste of the physical exhilaration of primitive health. Must we settle down to a winter of infection and poison, of physical inactivity, of hugging the fireside?

The colder season is certainly an invitation to stay indoors, to play bridge, to overeat and accumulate a burden of flesh,

or to let our muscles grow soft. There is no reason why we should accept these invitations. We can keep physically active. We can seek the fresh air and, if we are short of coal, keep warmer moving around in the open than sitting still in a chilly house.

But whatever may be your program, it is wise to play it according to your real needs. Exercise, diet and activity cannot do everything in maintaining health. We need to know the kind of exercise and diet appropriate to our individual selves. If we have infection in our bodies, we need to get it out before exercise or diet can do very much for us. If we have some phys-

ical defect or disability that requires correction, this should be attended to and especially as a preparation for the winter campaign.

We use the word "campaign" advisedly. Human life is one great struggle with infection. Hordes of streptococci, pneumococci, staphylococci, and the bacilli of tuberculosis and influenza are always ready to attack, in fact they are always attacking. Recent researches have shown the presence of these organisms in apparently healthy people. When our physical guard is lowered and our physical outposts are asleep, these enemies attack in force.

There are no intervals of peace in this warfare. The outposts must be inspected periodically. Our lines must be continually strengthened to resist these active enemy organisms. But in addition we are menaced by poisons formed in our own bodies by physical neglect, faulty diet and faulty functioning of our organs.

Instead of settling down to accept as strokes of fate the winter's ills, why not do the simple and obvious thing; prepare to meet them and conquer them?

There is no reason why the winter period should not be one of health and happiness. The cold should stimulate us, we should react vigorously to it. We do not catch cold from cold; the term is a misnomer. By harboring chronic centers

of infection in our bodies, by poisoning ourselves, by over-clothing and over-housing ourselves by our physical inactivity, we invite the attack of these infectious organisms. These tiny enemies infect our noses, throats and bronchial tubes.

You will agree, therefore, that it is a wise, indeed an indispensable, measure in protecting our health and in building ourselves up for the winter to have a thorough physical overhauling. You may answer, "I do not need it; I know I am in good health."

How do you know?

Have you had every region of your body critically examined and tested? Are you sure about eyes, ears, nose, throat and chest, heart and circulation, kidneys, liver and other organs? Are you free from headaches and physical depression, or undue fatigue after normal work? Or are you "all in" after a day that should leave the healthy man or woman with a healthy tired feeling that is really a luxury?

You may still answer, "I feel vigorous and fine, and the winter has no terrors for me." In that case you are just the man we wish to see. Such a splendid endowment of health is surely worth fighting to maintain. You know you cannot maintain it indefinitely, that age will come. But you can postpone it. Like a man with a big and prosperous business in a business

crisis you have a lot at stake and you cannot afford to neglect these great assets.

You need a periodic physical overhauling even more than the physical bankrupt. But if you do have an overhauling, see that it is a thorough one, that nothing is taken for granted, that regardless of your external evidence of health every region of the body is probed.

In the past nine years the Life Extension Institute has been studying and organizing this type of service. These examinations are not conducted from the ordinary clinical standpoint of seeking only for immediate conditions of illness. The body and the life of the individual are critically analyzed, and counsel given for the protection not only of the immediate health but the remote future.

Are you convinced that the Institute is on the right track? If so, why do you not capitalize this conviction by acting promptly and taking this service? Everything that you ever hope to be or hope to have in life is dependent on this fundamental requirement of health.

Complete information covering all details of the Institute's Life Extension service will be sent to you if you return the attached coupon and the Institute will at the same time send you booklets containing general information on the prolongation of life and the prevention of disease. Send in your coupon today.

The Life Extension Institute—What It Is and What It Does

The Institute was organized in 1913 by Mr. Harold A. Ley and Professor Irving Fisher of Yale University, together with a group of physicians and scientists of national and international reputation, who desired to provide a self-supporting institute of national scope devoted to the science of disease prevention—a responsible and authoritative source from which the public could draw knowledge and inspiration in the great war of civilization against needless sickness and premature death.

The Institute's work is not merely preventive—it is also constructive. It aims to upbuild the individual as well as to protect him from actual disease. Moderate fees at a small margin above actual cost are charged for the Life Extension Service rendered individuals and organizations.

Many thousands of people, unaware of any impairment, have had their need for medical treatment re-

ferred by the Institute's examinations and have been relieved by their physician for treatment. Guidance in individual hygiene is given by the Institute, but no medical or surgical treatment is furnished. Those in need of such treatment are urged to seek relief through scientific medical and surgical sources, and warned against quacks, charlatans and self-treatments.

This service is available in all sections of the United States and Canada and in several of the foreign countries. Visitors who desire to inquire into the Institute's work are always welcome at the Head Office of the Institute in New York City.

The Institute's reports are, of course, absolutely confidential between the Institute and the individual examined. These reports are not accessible to any other individual or any other organization of any kind.

The Institute has a staff of about 25 examining physicians at its Head Office in New York. Examinations of subscribers who live in New York City and vicinity are made at the Head Office of the Institute, 25 West 45th Street—on appointment by telephone or letter—between the hours of 9:00 A. M. and 5:00 P. M. Appointment telephone Bryant 3073.

There is a special department for women at the Head Office, where women are examined by either men or women physicians, as they prefer.

The Institute also has more than 8,000 medical examiners throughout the United States and Canada and in a number of the principal cities of Europe and the Far East. It is consequently able to provide its Health Service in any community where competent medical examiners are available.

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LIFE EXTENSION INSTITUTE

25 West 45th St.
New York

GENTLEMEN: Without obligation on my part, please send me a copy of the book,

THE GROWING MOVEMENT TO PROLONG HUMAN LIFE, and other valuable and interesting literature regarding right living and the prolongation of life—also details of your Life Extension Service.

NAME..... ADDRESS.....

